

## CUNA News Now Advertising Opportunities Now Available!

CUNA News Now is the daily starting point for news and information that credit union CEOs, volunteers and managers need to do their jobs. It is produced daily and featured on the front page of CUNA's website at [www.cuna.org](http://www.cuna.org).

### News Now Headlines E-mail Banner

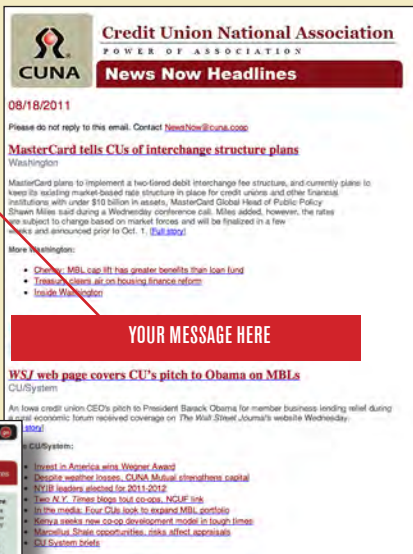
The News Now headlines E-mail is sent every weekday to a list of 6,000 individual subscribers who have opted in.

**Placement:** Ad appears between the first and second section in the News Now headlines E-mail.

**Specifications:** 468 X 60 pixels

**Traffic:** Average of 6,000 E-mails sent per day/30,000 per week

**Price:** \$3,000 per week



### News Now Run-of-Site Wide Skyscraper

News Now run of site advertising will appear directly under the News Now LiveWire on every page of the News Now website.

**Placement:** Ad appears on the right, directly under the News Now LiveWire

**Specifications:** 160 X 600 pixels

**Traffic:** Average of 200,000 page views per month

### News Now Headlines Page Banner

The News Now headlines page recaps the day's news with links to each of the feature articles and sections of the publication. It also includes a twitter feed, News Now LiveWire.

**Placement:** Ad appears between the first and second article listed on the News Now headlines page

**Specifications:** 468 X 60 pixels

**Traffic:** Average of 60,000 page views per month

### Exclusive News Now Website Roadblock

Lock up the News Now site with an exclusive one-month roadblock. Includes both the banner and wide skyscraper ads.

**Price:** \$15,000 per month.

## News Now Electronic Ad Rates

Ad frequency	1 time	4 times	8 times	12 times
Weekly E-mail Banner	\$3,000	\$2,700	\$2,400	\$2,100
Monthly Web Banner	\$3,000	\$2,700	\$2,400	\$2,100
Monthly Web Skyscraper	\$10,000	\$9,000	\$8,000	\$7,000